




How can educational programmes reach a more **diverse** student or employee population?

You can gain insight into your target group with this tried and tested method

- Common mistake:**  spilling time and money on carrying out untested plans
- Solution:**  Test assumptions
Try prototypes quickly and adjust them based on qualitative interviews 

(inspired by the marketing methodes Sprint (Jake Knapp) and the Lean Startup method (Erik Ries))

Where do you look for information on educational programmes?


Try our tested indepth interview method

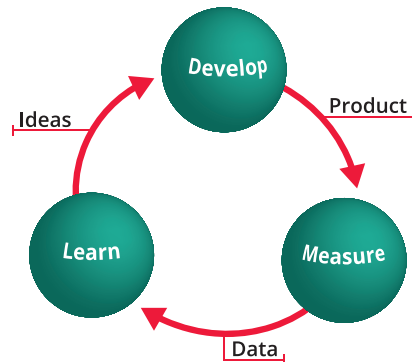
5 act interview

1. Friendly welcome
2. Context questions
3. Introduce prototype
4. Interaction with prototype and response
5. Short evaluation

(Inspiration: [Sprint](#), Jake Knapp)

Think out loud while I show you the following Instagram posts.


More information?
 m.d.veldhuizen@uu.nl



After **± 5 interviews:** compare results with assumptions and possibly another round of interviews 

Use in practice: Case study on creating a more **diverse** student population

BA Dutch Language and Culture

- Evidence-based insights: how can we reach culturally diverse prospective students?
- Interviews with high school students, current students and alumni with culturally diverse backgrounds 

Confirmed assumptions

- Target group does not realise that the BA Dutch Language and Culture embodies more than spelling & language skills:
 - Broad perspectives
 - Multilingualism
 - Broad & critical outlook on 'Dutch identity'
- Atmosphere important: small & welcoming

Rejected assumptions

- Finding a good job is important
 - Wide-ranging possibilities matter instead of money
- Images with role models are overdone
- Well-received instead
- Website not the primary source of information for today's students
 - Turned out it was

New insights

- Trajectory of target group often via detour
 - Such as HBO journalism or art
- A sense of *competence* is crucial, as is the ability to *excel*:
 - The programme is not just for students who can speak Dutch perfectly
 - The programme is well-suited for ambitious students

Would you like to know more about this specific case study?

 f.m.dietz@uu.nl;
m.d.veldhuizen@uu.nl;
t.c.vandewarenburg@uu.nl

